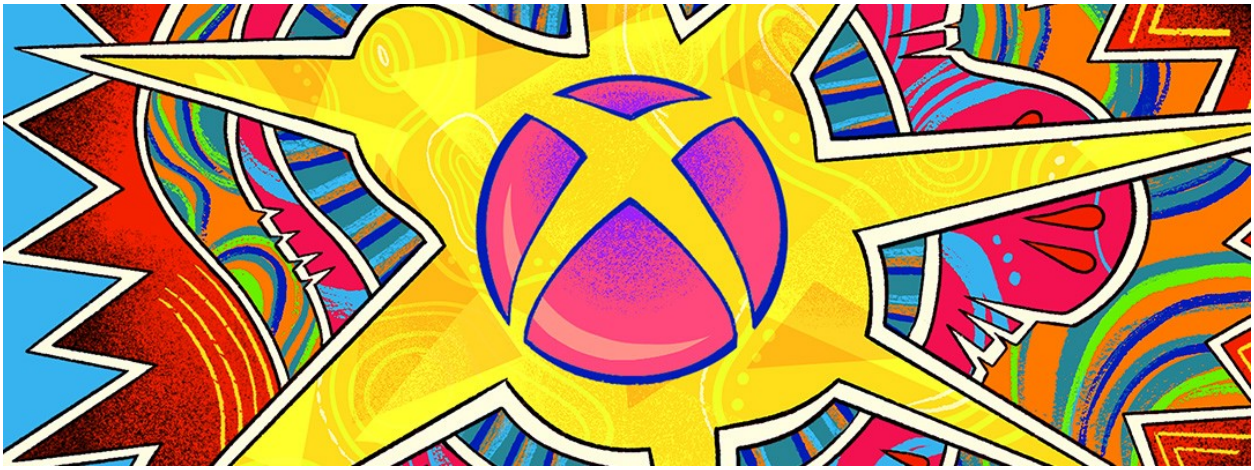
Celebrating Black History Month 2024 Part 1



Announcements ChaoticLu Feb 1, 2024

Xbox is committed to creating a safe, inclusive, and welcoming community where everyone can experience the joy of gaming. A positive community benefits all gamers and it is important that gamers can be themselves when they play.

This Black History Month, we reached out to the Black community of Xbox Ambassadors to ask them about the importance of feeling seen and heard within the gaming industry. In Part 1 of our two-blog series, we are sharing their feedback on why amplifying Black voices can make a difference.

How do you think the gaming industry can best amplify Black histories and stories from around the world?

	“Partnering and contracting with more Black developers will help amplify Black histories and stories around the world. A recommendation would be to remove the cliche, overworked, and oppressive storylines. We’re tired. It’s tiring. Black communities have provided so many beautiful, insightful, mystical, and high-achieving adventures to the gaming industry that somehow certain development teams end up with stereotypical tropes. There shouldn’t be a need to see someone of color struggle, sacrifice, or go through immense pain in every storyline in order to succeed or attain greatness. I’m excited to see future work on mythology, folklore, and indie cozy stories!” – **selenadeon5x**
	“Gaming is like any other medium, it has the power to tell anyone’s story to a wide audience and with more black game developers than ever, we’re more likely than ever to get a more diverse variety of stories that speak to black history or even struggles that we’ve faced.” – **Sailor Terry145**

	“I’m in a unique position as a black woman gamer and game dev. I can see from both sides how investing in diversity and inclusion makes teams and games stronger. I believe investing in more diverse hiring practices and critically evaluating current wording in job posts to ensure that diverse candidates don’t select themselves out is important. Including notes on job posts that women and people of color can tend to think they aren’t a viable candidate if they don’t meet 100% of what’s outlined in the posting, despite male and often white counterparts being confident to apply if they only match 50%. I believe there is a company already doing this. Once we get remove biases at this level it opens up the way to get more diverse voices on the products themselves. These people can now directly contribute to sharing their unique perspectives to games and with their unique community experiences, can help create authentic experiences for players. Global stories are critical to highlight because the world is extremely interconnected nowadays due to our technology. We need to reflect the world around us, not narrow worldviews. Gaming is for everyone and everyone deserves to see themselves, their culture, in the digital worlds we create. This goes a long way to supporting those people, like me, who see games as a home, as a comfort and a safe place. Being able to create a character who looks like me, is important”. –

	Lunalierose
	“Don’t be satisfied with just having black stories/games on the platform – PROMOTE them.” – **AceDRob**

What message would you like to share with the Xbox community about the importance of recognizing and amplifying Black voices in gaming?

	“Do not underestimate the power of community and representation. To amplify Black voices isn’t to tune out or leave out anyone else, it’s to elevate a resilient culture, and a vibrant community, that everyone from any background can benefit from learning from. It’s about uplifting these hidden voices for the greater good of all of us. When we can appreciate the unique flavor of what the Black community brings to media, to games, to culture, we can all enjoy the wealth of knowledge

	and joy and resilience that Black voices bring into the mix.” – **Lunalierose**
	“I’ve said it earlier but over the past decade or so inclusion and amplification of black voices has made huge advancements. I’m so glad that younger people growing up with gaming today are so free to follow their interests because it hasn’t always been that way. We haven’t always been welcome in this space but today, I truly do feel like we are.” – **Sailor Terry145**
	“The importance of recognizing and amplifying Black voices in gaming is something that I will always appreciate. Especially when I’m given opportunities like this to advocate for myself and people who may not get these chances due to ‘otherness’. I would encourage all Black creatives to find their niche in a company like Xbox that actually tries to strive to hear and understand who we are and where we come from. Those moments, these moments, make for a better future.” – **selenadeon5x**

	“It’s not just Black Lives Matter to me. I just want to matter period. I think every gamer, regardless what color they are, matters. No matter if they do this for a hobby, to release stress, or it’s their job for money. Every Gamer Matters in the unique way regardless what it is. Gamers just need to never forget that and always respect that. We all as Gamers did something in this gamer community to contribute to make what it is today. It gets bigger and better over time from generation to generation with us as gamers making it that way together. We all in this gaming community together. We all are different but as gamers have gaming in our hearts.” – **Mo Kannon**

When it comes to staying safe online, what advice or tips would you give to fellow gamers or those who may be new to gaming?

	“I think restricting their profile to friends only. That is the main way to stay safe online and should be default. I think restricting the access strangers have when they first meet is the best way to stay safe, with restrictions being lifted over time.” – **CloneTroopah**

For a full look at how Xbox is celebrating Black gamers this month, and all year round, check out their Black History Month post on the Xbox Wire.